

## ***Observations from Our Initial On-site Visit***

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On June 14 and 15, 2006, we conducted our first on-site visit to meet with the Mayor's Committee. While we have only just begun the process of learning about Eugene, several points have emerged. We want to provide an overview of these initial impressions and discuss some process-oriented issues.

We conducted a two-hour meeting with the Mayor's Committee and additional sessions with representatives of Eugene arts groups, the Creative Conversations group, and Hult staff members. We also met with City staff to address logistical issues and conducted a number of informational interviews.

Several key – and very preliminary – observations emerged:

- There is a **wealth of cultural activity** in Eugene and the region that ranges from participatory and avocational to highly professional and internationally renowned activities, events, and organizations.
- There is a **high level of interest in this cultural planning initiative** that goes beyond the cultural sector to include representatives of government, education, and business.
- **Cultural leadership and sector decision-making is diffused** in Eugene and is divided among a number of different players with various entities serving in distinct – and uncoordinated – roles.
- Individuals with whom we have met in group meetings have a strong sense that **vigilance is required to ensure that they will have meaningful input** into the CPR process.

On the strength of these initial observations, we would like to suggest some ways in which we might calibrate the planning to provide a process that is inclusive, accessible, and transparent *and* that can reach closure and create an effective planning document in the year allotted for planning.

## **Roles/responsibilities of Mayor's Committee**

The Mayor's Committee has been charged with overseeing the CPR process and with weighing all the data to make decisions about priorities for the cultural plan. As such, it will receive all comments, feedback, and findings from the community sessions. Its members will participate in reviewing consultant research methodologies as well as the findings of that research. Committee members will participate in the participatory fact-finding (as outlined on page 5 of the Scope of Work document) and in other ways described later in this memo.

These responsibilities will be the focus of Mayor's Committee's meetings over the course of the next year and much of its work between meetings. In addition, Mayor's Committee members have been asked to provide at least a dozen names with contact information for individuals who should be engaged in the CPR initiative. (This master list of individuals will be used to select participants for focused group meetings, individual interviews, and open public meetings and to invite individuals to sign up for the CPR listserv.) Many people – including those not serving on the Mayor's Committee – will suggest names, although the process begins with that Committee.

## **Communication**

While the Mayor's Committee is responsible for setting the priorities of the CPR, many other individuals and groups must be involved. Indeed, central to the success of the CPR will be its ability to engage a full spectrum of community representatives – cultural organizations and artists of course, but also business leaders, educators, neighborhood residents, social service organizations, and others.

There are two primary vehicles for providing notification of meetings and for sharing information about the progress of the CPR and gathering feedback on cultural priorities. These are:

- Feedback and e-mail listserv functions via City portal to communicate about the CPR and to provide feedback to the Mayor's Committee.
- A web site that will have downloadable copies of all documents relating to the CPR.

The web site is currently part of the City of Eugene's web portal, in the Cultural Services area. To access documents and sign up for the list-serv, follow the link below.

A number of entities in Eugene appear to be interested in serving as points of entry to electronic or other forms of notification and information sharing. We suggest that the roles of these entities be clarified and coordinated through the City's project manager for the CPR since it is critical that all information is current.

After even a short visit, it is obvious to us that the universe of interested groups is large, even beyond the individual arts and cultural organizations that will play a central role. It is important to make sure they are engaged *and* that this occurs in a way that is an efficient use of everyone's time. Among the arts and culturally oriented groups that we have already identified are:

- University of Oregon
- Lane Community College
- Creative Conversations.

We expect that other *arts and culturally* oriented groups with which liaison is important will emerge as the CPR moves forward. However there are many other *community* oriented groups that might be engaged, including for example, neighborhood associations, churches and other religious organizations, fraternal organizations, civic organizations, senior centers, and social service organizations.

The process for establishing and maintaining a communication system between the Mayor's Committee and these two types of groups is essentially the same although the nature of the communication may vary:

- **Community-oriented groups** may want to have a Mayor's Committee representative attend one of their meetings to present information on the CPR and gather input from participants about their priorities for cultural development. For example, a Mayor's Committee representative might conduct a 20-minute presentation on the CPR and gather feedback about cultural priorities and report back to the consultants and the Mayor's Committee.
- **Arts and culturally-oriented groups** will likely require an on-going engagement through attending meetings over the course of the planning process. For example, a Mayor's Committee representative attending meetings would provide a brief email report back to the consultants and the Mayor's Committee about the discussions relevant to the CPR process.

The Mayor's Committee Chair and Vice Chair will assign individual Committee members to serve as liaison to specific groups, based on their knowledge of the groups and Committee members. The assigned individual will work with the contact person of the group to determine the most effective form of interaction, which is likely to vary from group to group. The consultants will provide all necessary training and support materials. Coordination will be handled by the project manager.

This structure will ensure not only that various constituencies have a mechanism to provide input to the CPR process; it will also ensure that all feedback is funneled back to the Mayor's Committee, which will set the priorities for the community cultural plan. The consultants stand ready to assist in this process. Depending on the interests and needs of different constituency, the consultants might provide the Mayor's Committee representative with:

- A brief presentation on cultural planning in general and the CPR in particular, including a glossary of terms
- Meeting agendas, fact-finding questions, and reporting-out formats for use with community meetings
- Simple written survey forms that can be passed out and collected at events and activities to gather feedback on selected issues.

## List of Participants

The following individuals attended meetings or individual interviews during the consultants' initial on-site visit in June, 2006. Titles and affiliations were accurate at the time these meetings were conducted and are provided for informational purposes only.

Name	Organization Affiliation	Job Title
Atcherson, Ruth	IATSE Union-Local 675	Stagehand
Barnes, Caroline	COE Cultural Services	Stagehand
Beck, Alan	Willamette Repertory Theatre	Board President
Benedict, Robert	COE Cultural Services	Concessions Manager
Blanton, Barry	Downtown Events Mgmt, Inc	Board Chair.
Blix, Bill	Mayor's CPR Committee	Artist
Boyd, Kirk	Mayor's CPR Committee	Artistic Director, Willamette Rep. Theatre
Brander, Stephen		
Brinkley, Ben	Lane Arts Council	Program Director
Carnes, Rachael	Sparkplug Dance	Executive Director
Coyle, Elaine	COE Cultural Services	Administrative Specialist
Crumbley, Cheryl	Mayor's CPR Committee	Director, Marketing/Comm., United Way
Diechmann, Kiersten		Arts Project Manager
Doering, Dick	Support HultCenter Operations	Board President
Durden, Heidi	Lane Arts Council	Arts Program Assistant
Ellis, Rose	COE Cultural Services	Finance Manager
Evans, Alan	Evans, Elder & Brown	Real Estate Broker
Ference, Brian	COE Cultural Services	Asst. Technical Director
Fontain, Alex	COE Cultural Services	Stagehand
Franzen, Scott	COE Cultural Services	Custodian
Fraser, Bob	Oregon Bach Festival	Board President
Glenn, Jerry	COE Cultural Services	Technical Director
Goodyear, Jeff	COE Cultural Services	House Manager
Grannan, Riley	Eugene Ballet	Managing Director
Hachten, Brad		UO Graduate Student
Hagedorn, Karm	COE Cultural Services	Events Manager
Hauser, David	Eugene Chamber of Commerce	President
Heid, Andrea	Oregon Arts Commission	Member
Hein, Don	KLCC Radio FM	
Henderson, Angela	Lord Leebrick Theatre	General Manager
Howard, Adam		UO Arts Management Grad Student
Hylton, Lisa	Eugene Concert Choir	General Manager
Jones, Angel	COE LRCS Department	Executive Director
Kau, Darrel	UO Cultural Forum	Program Coordinator
Kelly, David	Mayor's CPR Committee	LCC Instructor/Consultant
Khalid, Azra		

<b>Name</b>	<b>Organization Affiliation</b>	<b>Job Title</b>
Kranzler, Carolyn		Architect
Lambert, Rebekah		
Larson, Randal		Percussion Instructor/Performer
Lesan, Janelle	COE Cultural Services	Stagehand
Linder, Mindy	Mayor's CPR Committee	Hult Center Marketing Intern
Loomis, John	COE Cultural Services	Stagehand
McClenny, Brian	COE Cultural Services	Facilities Supervisor
McDonnell, Jerry	Mayor's CPR Committee	President, McDonnell & Associates
Meashintubby, Norval	COE Cultural Services	Custodian
Melissa Bearns	Eugene Weekly	Writer
Miller, Erica	COE Cultural Services	Stagehand
Mitchell, Ellen	DEMI	
Niles, Laura	COE Cultural Services Division	Interim Director
Nilson, Jerri	Eugene Ballet	Board President
Oveissi, Kaz	Mayor's CPR Committee	Owner, Oveissi and Co.
Parman, Alice	Creative Conversations Group	Consultant
Philips, Carol	COE Cultural Services	Hult Presents Programming Manager
Pierce, Gretchen Pierce	Mayor's CPR Committee	President, Hult & Associates
Piercy, Kitty	City of Eugene	Mayor
Pimentel, Julie		Owner, Celeste Daniels Advertising
Retallack, Diane	Eugene Concert Choir	Artistic & Executive Director
Richards, Sue	COE Cultural Services	Accounting Specialist
Rinaldi, Tina	Mayor's CPR Committee Chair	Instructor, UO Arts Administration
Robinson, Dan		
Rothery, Ann		
Rubinstein, Robert	Multi-Storytelling	
Saltzman, Royce	Oregon Bach Festival	Executive Director
Scheeland, Richard	Former COE Cult. Svcs. Director	Retired
Shea, Joan	Oregon Crafted	Executive Director, Oregon Crafted
Smith, Kim	COE Cultural Services	Usher
Smith, Tim	Mayor's CPR Committee	Small Business Owner
Snowden, Betty	Mayor's CPR Committee	Talk Show Host/Hat's Off
Soasey, Beverly	Jacobs Gallery	Director
Stein, Alan	Star Gate Book Store	Owner
Stevens, Rex	Mayor's CPR Committee	CSAC Member, Retired
Stubbs, Yvonne	Mayor's CPR Committee	CSAC Member, .Artist
Toney, Andrew	Mayor's CPR Committee	Exec. Director, Lane Arts Council
Trendler, Meg	CVACLO	Visitor Services Manager
Unruh, Mary	Mayor's CPR Committee	Executive Director, DIVA
Westlund, Kari	Mayor's CPR Committee	President & CEO, CVALCO
Williams, Rick	Mayor's CPR Committee	LCC Art and Applied Design Dept. Chair
Willis, Craig Willis	Lord Leebrick Theatre	Artistic Director
Winberg, Paul	Eugene Symphony	Executive Director
Wright, Charles	Oregon Mozart Players	Board President
Zolman, Marguerite	Mayor's CPR Committee	CSAC Member, Retired

